



Walk4Life Steps Up Sales, Efficiency and Customer Service Effectiveness with GoldMine®

In recent years, a simple activity done every day – walking – has gained momentum as a popular way to stay fit and healthy. A leader in the walking revolution, Illinois-based Walk4Life (www.walk4life.com) provides high-quality pedometers and movement-centered programs to raise awareness and activity levels for individuals and groups at corporations, educational institutions, health clubs, medical facilities and senior centers. Formed in 1999, the company has grown worldwide, helping millions take steps to a healthier lifestyle.

In 2002, looking to get its name out, Walk4Life planned a busy schedule of trade shows and outreach efforts. However, without a system for tracking prospects and follow-ups, the company found its hard work often didn't pay off as anticipated. Lack of an integrated contact management system affected not only sales, but customer service and office efficiency. Staff members had to search files for information and go through cumbersome steps to get orders out.

In fact, when a story mentioning the company ran in a major publication, the resulting 200 to 300 orders a day nearly shut the company down. With manual, disconnected processes, it was hard pressed to keep up.

"All we had was a huge pile of spreadsheets and our QuickBooks® database," said Jeff Murrow, Director of Operations. "We were using QuickBooks® as our contact manager, so everyone in the organization had to go into the accounting system to get customer information. We needed another way to manage prospects."

A Step in a New Direction

Walk4Life put several contact management programs through their paces. After careful evaluation, the

company chose GoldMine mainly because its greater flexibility would enable Walk4Life to customize the application for its business needs and integrate it with other key office applications.

To that end, Walk4Life called in Ticomix, a nearby FrontRange Solutions Partner. The partner studied the team's specific business processes and goals, and responded with plans for customizing GoldMine.

"What impressed us was their ability to think through it," Murrow said. "They were able to show us how we could fit our own business processes into GoldMine."

The company integrated the solution with QuickBooks® and the UPS™ shipping program to enable single data entry, and brought in QuoteWerks™ software to take the place of Excel spreadsheets for creating and storing quotes. As a result, GoldMine has become the single interface for everything the company does, with information easily pulled into Walk4Life's other critical business applications.

Today, nearly every Walk4Life employee actively uses GoldMine, from sales to shipping. Seven remote sales reps stay connected with the rest of the team with regular syncing of customer data. The company logs every detail about prospects and customers in the software, and can access it in seconds when needed.

Automating Campaigns and Follow-up

Before GoldMine, Walk4Life struggled to coordinate mailings and outreach to customers and prospects. With an integrated contact management system, the company now schedules at least a dozen targeted direct marketing campaigns throughout the year and follows up with every lead and customer.

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Sales, Marketing
& Relationship Management



Customer Service



Communication
Management



Infrastructure
Management



IT Service
Management



Master the Dynamics of Change™



It leverages GoldMine features such as Automated Processes to ensure regular communication with important contacts. For example, if 30 days pass and no one has contacted one of the company's designated "top 100" customers, GoldMine alerts the sales manager.

The software has also eased trade show planning and follow-ups. The company's trade show coordinator relies on unique custom views in GoldMine to manage the many details and contacts for each event.

Recently, the company exhibited at a show with 70,000 attendees. Before the event, it used GoldMine to target a mailing of 35,000 postcards to show attendees, announcing a special offer. Nearly 10,000 contacts returned the cards – a phenomenal 25-30 percent return. Plus, attendance at the Walk4Life booth increased significantly over past shows. After such shows, the company enters a few hundred leads into GoldMine and automates the process of staying in touch with every contact.

Logging Companywide Gains

With GoldMine serving as the hub linking all of the company's systems, Walk4Life has immediate access to valuable information about contacts and orders, and cuts out steps in its order processing cycle.

UPS tracking information is linked to GoldMine contact records, as is relevant accounting information from QuickBooks® such as credit holds and all quotes provided to customers via QuoteWerks™. As a result, the company has made huge strides in efficiency, sales, order processing, inventory management and customer service.

Walk4Life reduces the amount of time it once spent searching for information and processing each order. "We used to have a

two to three day turnaround because processing was so cumbersome," Murrow said. "Now, if we get an order today, it ships today."

Such efficiency has enabled the company to stay operationally lean as it has grown sales continuously the past three years. Since then, it has gone from seven employees to 25, however, all of those have been added in sales and customer service rather than in back-office roles.

Murrow also credits GoldMine with spurring Walk4Life's ongoing sales growth. "It has helped us focus and go after deals. We can now better differentiate between a prospect, suspect or new customer," he said.

With GoldMine reporting, the sales manager can forecast expected sales, which in turn lets Walk4Life more accurately plan its inventory and cash flow. In response, the company reduced its on-hand inventory.

But Murrow points to enhanced customer service as the main driving factor behind the company's success. Everyone in the company knows exactly where a customer stands. Walk4Life scored high marks in a recent customer survey, and its "I love you" wall of testimonials from customers continues to grow at a fast clip.

"In the world of pedometers, as a company, we're a small fish," Murrow said. "But as far as the pedometer market share, we're second or third in the industry. We do that with our customer service. Whoever interfaces with customers does so intelligently. Beyond any shadow of a doubt, the leaders of Walk4Life pin all that on GoldMine."

AT A GLANCE

Customer:
Walk4Life

Industry:
Fitness

GoldMine users: 23

Products:
GoldMine® Corporate Edition

FrontRange Solutions Partner:
Ticomix

GoldMine Business Benefits:

Walk4Life reduced the time to ship each order from two to three days down to same-day shipping.

The company has grown sales continuously the past three years.

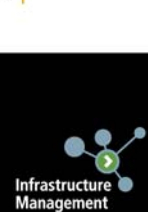
The company enjoyed a 25-30 percent return on a mailing campaign to tradeshow attendees with 10,000 cards answered by the targeted 35,000, with GoldMine automating every step of the process.

Walk4Life stays operationally lean. All new employees have joined in sales and customer service rather than in back-office positions.

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(Benefits Continued...)

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About Ticomix

Ticomix utilizes *The Fusion of Industry Best Practices and Award-Winning Technology* to offer premier technology solutions and services to small to medium-sized enterprises in the Midwest in the areas of Customer Relationship Management (CRM) and Service Desk. In addition to being named one of FrontRange Solutions top five HEAT Partners in 2005, Ticomix is a leading provider of award-winning GoldMine for CRM, ITSM, built on the ITIL framework for complete service management, IPCC for communication management, and IM for comprehensive asset management. Through numerous events such as quarterly user groups, ongoing training classes, and annual conferences geared toward GoldMine, HEAT, and ITSM users, Ticomix continues to show their dedication and support to the CRM and Service Desk communities. For more information, please call 866.TICOMIX or visit www.ticomix.com.

About FrontRange Solutions

FrontRange Solutions develops award-winning software and solutions used by more than 130,000 companies and over 1.2 million users worldwide to manage a wide variety of business relationships and provide exceptional service. FrontRange product families, designed specifically for small-to-medium-enterprise (SME) and distributed enterprise organizations include: GoldMine® for Customer Relationship Management (CRM); IT Service Management with HEAT® and ITIL® standards-based modules for complete service management; Communication Management including IP Office, GoldMine IP Voice Suite and IP Contact Center for reduced telephony costs and increased agent productivity, streamlined customer service and communications; and Infrastructure Management, which provides the ability to optimize the full lifecycle of a company's assets. Customers representing 44 percent of the *Fortune* 100 and 76 percent of the FTSE 100, include Coca-Cola, Shell Oil, Prudential Securities, Électricité de France, Mack Trucks, Campbell Soup, Avaya, Bechtel Corp, Bank of America, and Turner News Network. For more information, call (800) 776-7889 or visit www.frontrange.com.

GoldMine Business Benefits, cont'd.

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